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Advertising Age

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50 YEARS 1930-1980

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Heinz slow growth behind juggling tactic?

By NANCY GIGES

NEW YORK—A report from a committee directed to investigate improper income management practices at H.J. Heinz Co. may serve to highlight the troubles the Heinz U.S.A. division has had over the years in its efforts to become a more aggressive food marketer.

Although the report, due next month, is not expected to name the some half-dozen vendors that "banked" Heinz money as part of an income-juggling practice, ADVERTISING AGE has learned that as far back as 1975, executives at Ketchum, MacLeod & Grove, a Heinz agency, were at times expected to come up with some quick advertising or pr programs to account for money that had been sent over by Heinz.

Court records relating to the Heinz/-Campbell Soup antitrust litigation also show that Leo Burnett Co., the other major Heinz U.S.A. agency, was asked for records that would show its financial arrangements with Heinz.

• The reported income-juggling practices through advertising agencies and marketing consultants were arranged to assure Heinz U.S.A. managers that they would get their results-related bonuses even in lean times. When they met their goals in one specific period, the operating managers would pre-pay expenses to get a head start on the next bonus period.

Another improper accounting practice for the same bonus-related reasons involved false dating of invoices in order to make sales appear to have been completed in a subsequent period.

Burnett and Ketchum officials said they had no comment on the subject. Agencies that work for the division or other Heinz subsidiaries that were asked if they were involved, Doyle Dane Bernbach and Grey Advertising also had no comment. An exec at Tracy-Locke, which handles new products, said he was not aware of the practice. No one at Warwick, Welsh & Miller (Heinz beans) was available for comment.

Sources note that from an agency standpoint, there is nothing illegal about taking money in advance, although one executive questioned whether there may be certain tax consequences from reporting income in a period before it is earned.

For its part, Heinz has notified the Internal Revenue Service that there may have been such tax consequences, and the Securities & Exchange Commission is investigating whether disclosure laws may have been violated.

When Heinz learned of the prac-

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New brew of Olympia ready for national roll

By JOHN REVETT

LOS ANGELES—Olympia is out to grab a share of the superpremium "growing end" of the beer business nationally, while sending a "rampaging armadillo" after a bigger share of the Texas market with Lone Star beer.

The Washington state-based brewer will announce its new superpremium brew and introduce new agency stars this week as it meets with Olympia distributors for the first time in three years at a conference here, to be followed by press previews in New York March 28.

Beer industry sources believe the company is going with the name Medallion for the superpremium. The label may prominently display the Olympia name as well, sources say. Several other names also have been researched and tested by the brewer, including Steuben, Maxx and Charter's.

While Olympia kept the name under tight wraps last week, even from some of its biggest distributors, it was learned that Chiat/Day, Los Angeles, is handling the superpremium and has created a drive that Olympia executives are eager to unveil to distributors.

• Sources also said a new Texas push for Lone Star is expected to strengthen Olympia ties with another Los Angeles agency, Keye/-Donna/Pearlstein, which picked up Lone Star early this year (AA, Jan. 20).

KDP had been on special creative assignment with Chiat/Day and Scali, McCabe, Sloves, New York, which is handling Olympia's new Grenzquell import, while Dancer Fitzgerald Sample continues with Olympia regular and Olympia Gold light.

The first campaign from KDP for Lone Star regular was described by sources as "pretty wild." In it a giant armadillo goes on a spree, breaking into houses and bars in search of Lone Star beer. The commercials will break soon.

The push by Olympia into the superpremium field is expected to

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Mmm! What a Tan!, 3M Co.'s new line of suntan lotions and oils, will be introduced nationally this spring with a $2,000,000-plus tv and radio campaign. Dancer Fitzgerald Sample, New York, is the agency. (See story, Page 86).

Stores eye credit detours to reach eager consumers

An Advertising Age roundup

Credit card companies, retailers and others who offer consumer credit are struggling through the new government restrictions, to reach a new accommodation with the still-eager American consumer.

Although President Carter tightened the screws on credit in an effort to cool down inflation, there are indications that Americans will continue to use credit to buy things now that might cost more later.

"In the past few years the people have learned to manage," said Chicago-based consumer researcher Leo Shapiro. "The activities of the government are just one more damn thing to be managed."

He said just-completed research indicates 95% of consumers expect their incomes to stay the same or increase this year, while 80% expect that money to buy less. "The consumer knows the time to buy is now," Mr. Shapiro maintained.

• But those who supply the credit are trying to decide how to deal with the government's restrictions, which penalize hikes in credit above a March 14 base point.

Credit card companies predicted last week the adjustments will be short-lived, and that the search for customers will continue.

Retailers are taking fresh looks at their credit programs, though some noted that the high cost of money has already led to some trimming back of credit programs.

The Woolworth and Woolco divisions of F. W. Woolworth, as an example, had already discontinued its "Flip" program that encouraged cash customers and bank cardholders to try "instant credit."

At Sears, Roebuck & Co., where 57% of merchandise sales last year were on credit, a spokesman said the No. 1 retailer might reinstitute closed-end accounts (using extended payment plans), which would be excluded from the new government restrictions. Sears

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A matter of taste

Heublein will lodge ad protest

By JOHN J. O'CONNOR

NEW YORK—Heublein Inc.'s spirits group plans to lodge a protest with the U.S. Bureau of Alcohol, Tobacco & Firearms over a Schenley ad that promotes Cocktails for Two as the only prepared cocktail having "taste."

As the market leader in prepared cocktails with its Club and Heublein brands, the Hartford, Conn.-based Heublein unit was stung by the Shaller Rubin Associates-created ad that ran March 14 in 40 to 50 major dailies.

"Every organized market research project we've conducted indicates that Schenley's Cocktails for Two don't have a taste edge on our products," a Heublein spokesman said. "We think the claims being made in Schenley's ad are essentially puffery and unsupportable from our standpoint."

The Schenley ad, headlined, "Introducing the missing ingredient in ready-made cocktails. Taste!," also didn't sit well with Henry J. Gerfen, president of Mathieu, Gerfen & Bresner, the agency for Glenmore Distilleries' Old Mr. Boston cocktails.

Mr. Gerfen called the Schenley copy—"Let's face it. Over the years the taste of ready-made cocktails didn't make it."—an example of "ash-canning" the competition.

BATF has strict regulations against disparagement of a competitor's product. Should it side with Heublein, the bureau could ask Schenley to halt such ads. Schenley would face possible heavy penalties if the ads continued to run.

The Schenley "introducing" ad has a confusing side to it as well. It could leave the reader with the impression that a reformulation of the product has brought about the claimed taste breakthrough. However, the products are no different than they were when they went on the market three years ago, a

(Continued on Page 84)

last minute news

Leonard, other stars add punch to 7UP lineup

DALLAS—Seven-Up Co. told its bottlers meeting here that boxing champ Sugar Ray Leonard will join the list of "America's turning 7UP" stars in a spot premiering March 31 on ABC-TV during one of his bouts. Basketball's Ann Meyer, tennis' Tracy Austin and baseball's Dave Parker, Mike Schmidt and Bruce Sutter also will join the campaign. For Diet 7UP, Margaux Hemingway will team with Tom Smothers, and the Linda Carter-Don Rickles spot has been revised to reflect new packaging. N W Ayer ABH, New York, handles. The company told the group new products were in the works, but did not go further.

Paddington talking to WRG, other shops

NEW YORK—Liggett Group's Paddington Importers reportedly has been talking to Wells, Rich, Greene; Benton & Bowles; Backer & Spielvogel and Lord, Geller, Federico, Einstein concerning J&B scotch and other brands currently billing an estimated $6,000,000 combined at S.T. Howard Co. Howard also is in the race. WRG acknowledged talks

(Continued on Page 8)

NEWSPAPER

AA MAR81
DC 20014 4CONGLIHAGNR 02115920013
F HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 #ISCONSIN AVE
WINGTON DC 20014

Summer of pilots set

Agencies view fall tv fare

By BOB MARICH and COLBY COATES

LOS ANGELES--Police/detective shows with strong central characters and movies transformed [illegible] tv series are the trends for [illegible] spotted by agency execu[illegible] two days of meetings w[illegible] network brass here.

Agency executives who made the trek for a preview of the fall network tv season were impressed by "a young, aggressive" NBC, somewhat troubled by ABC's presentation and discovered CBS series development was heavy with divorce-themed sitcoms.

The networks seem to be snapping up development projects from each other, with Vietnam war-themed comedies, cowboy and animal shows, and ripoffs of "Dallas" currently in fashion, agency execs said.

▪ Both CBS and NBC won kudos from the agency execs for the quantity and quality of their upcoming made-for-tv movies and miniseries. "They had very impressive lists," said one buyer, describing the 50 or so projects mentioned as "a long way from the back lot garbage we've seen lately."

The execs admitted to some surprise when the networks failed to talk much about next fall's theatrical movie packages, but they claimed to be even more dismayed by ABC's presentation that dwelled almost exclusively on series projects, with nary a mention of movies or miniseries.

Said one buyer, "Of the three I would have thought that ABC's presentation would be the strongest." Instead, "they were subdued, almost laid back." He continued, "What I can't decide is whether they [ABC] are not talking because they want to make more

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Ex-jocks, humor a Natural: A-B

By JOHN J. O'CONNOR

NEW YORK—Cloning struck the beer advertising scene over the weekend as Anheuser-Busch and several retired sports stars embarked on the new Natural Light campaign (AA, March 10), which mirrors the style and humor of the much-acclaimed Lite commercials by Miller.

With plenty of gusto—to borrow a word from the folks at Schlitz—the ex-jocks, including the three defectors from the Miller's Lite team, told reporters at the St. Moritz Hotel how they switched to Natural Light "from the other light beer" on the strength of having submitted to a taste test (for which they were paid).

▪ After he and other Natural Light team members had told of their conversions, defector Nick Buoniconti, former Miami Dolphins football star, said "he was not doing it just for the buck." Looking fit after peeling off 30 lbs., he insisted he had become a spokesman for the product "because it tastes better."

How much is Anheuser-Busch paying him? "The same amount Miller was," said the man who hasn't been used in Lite spots for about two years. According to beer industry sources, the going rate for an appearance in a Lite commercial is between $5,000 and $7,000.

One exec scoffed at the thought that Mr. Buoniconti, baseball great Mickey Mantle and former heavyweight champion Joe Frazier would defect for that kind of pay. "I have it on good authority," he said, "that Anheuser-Busch of-

(Continued on Page 83)

Natural Light regulars Norm Crosby and Ray J. Johnson are joined by former ballplayers Walt Frazier and

Mickey Mantle in new commercials similar to the humorous spots done for Miller's Lite.

RCA: Our disc system will be 'the one'

CHICAGO—RCA Consumer Electronics, perhaps sending an early warning signal to Magnavox, Zenith and anyone else thinking about entering the videodisc business, announced it would pull out all the stops in its SelectaVision videodisc player introduction next year.

While refusing to reveal a figure, Jack Sauter, vp-general manager of the Indianapolis-based RCA consumer division, said at a press conference here last week that the first year ad plans call for "the largest, most comprehensive introduction effort RCA has ever undertaken." The company spent about $7,000,000 to introduce its SelectaVision videocassette recorder in 1977-78, according to Leading National Advertisers.

Rainbow-colored balls fall out of concentric circles in logo design.

The company also made official what most in the industry expected when it named Leo Burnett Co. agency for the videodisc player. The agency also handles RCA's color tv and vcr businesses. Mr. Sauter said RCA did not interview any other agencies. "We did not have the time to bring up another agency," he said. "We have a very, very complex distribution system and Burnett knows this system very well."

▪ While Burnett is developing the hardware campaign and initial software advertising, another agency may be named later this year to handle the software account.

Mr. Sauter expressed confidence that RCA's videodisc system, which Zenith recently adopted (AA, March 10), will be "the one" surviving system in the consumer market.

Although Magnavox Consumer Electronics, Fort Wayne, Ind., was first out in the market with its noncompatible Magnavision system, the RCA exec predicted Magnavox would not have the marketing muscle to compete with SelectaVision. "Remember, we've got very capable and powerful backing," Mr. Sauter said. #

Giant says scanner spots coupon woes

By STANLEY E. COHEN

WASHINGTON—With double couponing flaring up in Washington and elsewhere, Giant Food, a leading grocery chain here, went to the Grocery Manufacturers of America last week as the first step in an effort to persuade food marketers to cut their prices instead of escalating their promotional wars.

Giant officials stressed that it was only a coincidence that their move came during a week when newspaper food sections bulged with competitive ads from Giant, Safeway, A&P and Grand Union picturing their offers of double face values for coupons as another effort on their part to help fight inflation.

Earlier this month, Giant was first to announce price freezes on house brand foods and generic drugs, but others met the competition within days. A&P started the double couponing here.

Giant's decision to take a stand for price cutting instead of coupons began emerging several months ago, officials said.

It was backed by cost data that was accumulating from the checkout scanning system in all Giant stores. "This data showed clearly that couponing is costly to administer, that it raises serious problems about discipline with our help, and it is discriminatory in the sense that it works better for the rich than the poor," an executive explained.

▪ Giant's case has been dramatized in a 20-minute film produced by the chain. It includes interviews with Esther Peterson, President Carter's adviser on consumer affairs (and former Giant vp for consumer affairs), as well as with Giant customers by Odonna Matthews, who is in charge of Giant's consumer program. The film was completed early last week. "George Koch, president of Grocery Manufacturers of America, invited us to show it to his people; about a dozen people saw the film," a Giant executive said.

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highlights

Monday, March 24, 1980

Experience with other franchise operations helps Ogilvy & Mather get $3,000,000 Warner Amex Satellite account. *See Page 4.*

Researchers glimpse into the future at ARF conference. *See Page 6.*

New York magazine will come out with its first combined issue with *Cue* on April 28, available at newsstands April 21. *See Page 6.*

Ad hoc agency/cable committee invites researchers to bid for cable measurement methodology test. *See Page 12.*

Four A's Caribbean meeting advised attendees to "care and feed" creatives, make better presentations and seek out new opportunities for advertising. *See Page 14.*

Mary Kay Cosmetics restores its advertising program but still regards its sales people as the driving force behind its growth. *See Page 36.*

Advertising expenditures by non-Communist countries in 1977 increased $11 billion over '76 spending, with the U.S. leading with 54% of the world total. *See Page 39.*

Spalding's Tracy Austin lends some marketing clout to Spalding's tennis products. *See Page 46.*

Most rates are up for 1980 tv baseball, as ABC begins a new pact with fewer Monday nighters and NBC negotiates with an auto replacement for Chrysler. *See Page 48.*

Frank Delano explains the difference between image power and identity and how much image power is gained and lost. *See Page 51.*

Hooper White introduces an innovation in tv commercial production that involves computer graphics, the memory of film and how the two combine for a breakthrough in the production of commercials. *See Page 51.*

Gene Mahany presents a number of sales promotions unleashed during the first quarter of 1980 by manufacturers who anticipate a money-tight consumer economy. *See Page 58.*

Levi's puts new emphasis on marketing specific brands, leaving its generic advertising behind. *See Page 59.*

Media Buying Services, the Toronto ad agency that had all the cards and chips while the Conservatives held power in Canada, has been kicked out of the poker game by the incoming Liberals. *See Page 60.*

British housewives have begun to show a preference for fresh-baked bread, apparently in protest against factory-produced loaves. *See Page 61.*

Shiseido and Kanebo, ranking first and second respectively in the Japanese cosmetics market, will soon clash in Europe. *See Page 62.*

Top national, regional and local public service advertising campaigns can compete for the American Advertising Federation's new "Good Sam" awards. *See Page 79.*

Ford Parts and Service hopes new Motorcraft oil will sell more than lubricant—it's aiming to increase brand awareness as well. *See Page 80.*

What are they advertising in China and how? The answers will be presented at AD AGE Week in Chicago this August. *See Page 80.*

An Air Time co-founder, Fred Weiner, has left to form his own tv syndication company. *See Page 86.*

Section 2

For many people, vacations are a must. Yet the travel and tourism industry is in the throes of a tough period. This week's Section 2—Travel/Tourism—explores how marketers are facing up to the situation, beginning opposite Page 46.

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Detroit tops spot tv gains with 22.7%

By MAURINE CHRISTOPHER

NEW YORK—Detroit, Tampa and Baltimore paced the spot tv price increases in the last SQAD report, but all the top 20 markets except Washington and San Francisco showed double-digit gains over year-ago levels.

The hikes ranged from 22.7% in Detroit and 19%-plus in Baltimore and Tampa to 9.7% in San Francisco and 5.4% in Washington.

These cost per thousand household rating point estimates are based on buying by a sample of 14 major ad agencies for data received by March 14. This is a special midmonth computer update to the monthly report published at the beginning of each month.

A letter from Marvin Richfield, president of Spot Quotations & Data, explained to subscribers that they were receiving this update at no extra charge in order to get the results of "the current heavy buying activity" into their hands as soon as possible.

Many buys were made for March starts in the first 10 days of the month, which caused more than the usual price pressure and preemption notices, Mr. Richfield pointed out.

▪ Mr. Richfield attributed the double-digit hikes to fairly obvious reasons. "First, the need to sell products at the retail level," he said. "Second, spring is the second strongest spot tv demand period of the year. Third, the networks are virtually sold out, with no rumors of major clients asking for relief. Fourth, each month from March on, a number of states have presidential primaries regulated by the Federal Communications Commission, which calls for the 'lowest unit rate' being made available to candidates for 45 days before the primary election."

The researcher cautioned that the monthly price data for the spot transactions are highly perishable. He noted that March presidential primaries affected price levels in Illinois, Florida, Massachusetts and South Carolina and that politicians' dollars will be a factor in many other states in April in varying degrees.

Late news—the second most valuable spot time in most markets—looked particularly healthy in this report. Mr. Richfield forecasts even more pressure on it and the late fringe period following it, particularly if ABC-TV's upcoming 11:30 p.m. (EST) newscast starts a network trend.

In New York, cpp quotations for late news 30s ranged from $225 for March to $230 for May. In Los Angeles, the comparable figures were $156 and $161, with Chicago next at $134 and $138. Fourth was Boston at $126 and $129. The news estimates and all other breakouts in this buying guide, except prime time and daytime, include schedules on independents as well as affiliates. #

Biggest in New Jersey...
Circulation*: 408,038 daily, 563,120 Sunday. No one else even comes close.
The Star-Ledger
New Jersey's Largest Daily and Sunday Newspaper
Star-Ledger Plaza, Newark, N.J. 07101 • (201)-877-4214
A Newhouse Newspaper
*Publisher's Statement 9 30 79

Mid-March 'street' prices for spot tv on net affiliates

Average cost per household rating point for 30-second spot

Nielsen market rank	Prime time '80 vs. '79
1. New York	$345 (+12.3%)
2. Los Angeles	272 (+11.8%)
3. Chicago	199 (+11.6%)
4. Philadelphia	147 (+10.3%)
5. San Francisco	162 (+ 9.7%)
6. Boston	155 (+11.9%)
7. Detroit	121 (+22.7%)
8. Cleveland	76 (+13.1%)
9. Washington	98 (+ 5.4%)
10. Dallas	116 (+17.3%)
11. Pittsburgh	79 (+15.4%)
12. Houston	109 (+13.5%)
13. Minneapolis	77 (+15.0%)
14. St. Louis	56 (+12.0%)
15. Miami	89 (+11.6%)
16. Atlanta	84 (+17.7%)
17. Seattle	80 (+15.2%)
18. Tampa	75 (+19.5%)
19. Baltimore	79 (+19.4%)
20. Indianapolis	59 (+17.7%)

Market combinations at a glance

Ranked by market size	Prime time March cpp	cpm
1-10	$1,691	$6.76
11-20	787	8.26
21-30	511	7.55
31-40	330	6.12
41-50	258	5.63

Source: Spot Quotations & Data, 950 Third Ave., New York 10022. Average cpps for a 30-second spot were determined from ad agency conventional buys on affiliates as of March 14. Excluded are spots bought on a 52-week basis or calling for 150-plus gross rating points weekly. These averages are a yardstick and not a listing of the market's lowest prices. The 10% highest and lowest prices are excluded in the averages. Ratings used are an Arbitron/Nielsen average. These guides can be applied to 60s—200%—and 10s—50%. Percentage gain over mid-March, 1979, is shown in parentheses.

'Harper's' goes Spanish

The premiere edition of *Harper's Bazaar en Espanol*, the Spanish-language edition of the Hearst fashion monthly, will be published in Latin America in October, 1980. The magazine will start with a circulation of 200,000 and a $2.50 cover price. A b&w page will be $6,350, and $9,520 for four-color.

Free world ad total topped $70 billion in 1977

NEW YORK—Total advertising expenditures throughout the non-Communist world exceeded $70 billion in 1977, according to a study recently released by the International Advertising Assn. and Starch INRA Hooper (AA, March 17). This figure represents an $11 billion increase over expenditures in 1976.

Maintaining its uncontested place as world leader in ad expenditures, the U.S. spent more than $38 billion—54% of the world total—on media advertising during 1977.

■ Japan ranked second, spending almost $6.25 billion. West Germany came in third, spending more than $3.75 billion. The United Kingdom, France and Canada each spent more than $2,000,000 on advertising. Brazil, the Netherlands, Sweden and Australia each spent upwards of $1 billion.

While the total combined expenditures of the above 10 countries represented 87% of the worldwide total, 21 other countries spent more than $100,000,000 in advertising.

With the exception of Latin America, where television is used heavily, print ranked as the dominant media.

Per capita expenditures in 1977 averaged $28.07, up from $24.23 in 1976. While the U.S. reported per capita expenditures of $175.83, up from $156.69 the year before, six other countries, most of them European, showed expenditures of more than $100.

The lowest per capita expenditures were in the less developed countries of Africa and Asia, where Ethiopia came in last at 4¢ per capita expenditure.

The U.S. spent more than 2% of its gross national product on media advertising, and 20 other countries spent in excess of 1%. Ethiopia again was at the low end, spending 0.04% of its GNP on advertising.

The study, which covers ad expenditures for 86 countries, is the first to be conducted on an annual basis; previously it was handled biennially.

The information reported was supplied by IAA members, local IAA chapters and other professional groups in each country. In some cases, particularly in the less developed countries, where industry sources are not available, the data is based on estimates by "knowledgeable advertising practitioners."

For the first time, the study provides market information for 55 countries, such as number of newspapers, number of magazines, number of tv sets, number of radios and number of cinemas.

Copies of the report are available from Starch INRA Hooper, Department IAA, 566 E. Boston Post Rd., Mamaroneck, N.Y. 10543. Cost is $45 per copy for IAA members and $60 for nonmembers, plus $1 per copy for the U.S. and Canada and $3 for other countries for postage and handling. #

1977 ad expenditures in 50 countries

Source: International Advertising Assn. and Starch INRA Hooper

	Total Measured Media Advertising Expenditures (a) (In Millions of U.S. Dollars)		Print Expenditures		Television Expenditures		Radio Expenditures	
	1976	1977	1976	1977	1976	1977	1976	1977
Argentina	$ 367.5	$ 382.2	$ 172.3	$ 181.6	$ 140.8	$ 120.9	$ 33.2	$ 51.3
Australia	1,116.0	1,186.4	534.3	594.1	334.7	339.6	104.7	110.7
Austria	251.9	306.9	155.9	187.8	58.6	72.2	22.1	29.2
Belgium	219.6	295.4	159.4	216.4	7.9(b)	22.0(b)	0.6(c)	1.0(c)
Brazil	1,206.5	1,610.9	384.9	483.8	506.9	697.1	246.1	337.6
Canada	1,737.3(d)	1,699.8(d)	931.2	935.5	368.9	353.5	268.7	252.8
Colombia	77.5	167.8(g)	19.6	36.4(g)	35.0	91.0(g)	17.8	29.0(g)
Cyprus	2.4	3.2	0.8	1.0	1.0	1.4	0.3	0.5
Denmark	315.9	444.6	303.4	430.1	(e)	(e)	(e)	(e)
Dominican Republic	29.4(f)	41.1	9.5	12.3	15.5	18.8	3.8	6.3
Egypt	45.7	36.7	34.0	20.1	4.4	8.9	1.1	1.1
Finland	271.7	380.7	218.9	320.2	42.5	44.1	(e)	(e)
France	1,574.1	1,720.0	968.5	972.0	230.0	279.5	146.6	184.9
Greece	61.6	71.9	27.7	34.8	28.7	31.3	3.1	4.5
India	121.4	143.8	74.2	88.6	1.2	2.2	7.3	9.2
Indonesia	50.9	63.3	28.5	35.5	6.4	7.9	3.9	4.6
Ireland	49.7	62.6	25.3	33.4	15.4	19.7	4.5	5.9
Israel	55.1	81.3	44.3	62.1	(e)	(e)	5.2	8.0
Italy	581.0	648.7	342.0	409.6	100.0	112.1	48.0	57.2
Japan	3,714.7(d)(f)	4,779.0(d)(f)	1,782.4	2,255.5	1,697.7	2,218.2	234.6	305.3
Kenya	9.3	10.7	5.2	6.1	0.2	0.2	1.7	2.0
Lebanon	23.2	13.6	11.9	6.3	5.8	4.9	(e)	2.2
Malaysia	42.1(f)	45.6(f)	28.5	30.9	7.3	7.8	2.2	2.4
Malta	2.4	2.1	1.1	1.1	1.0	0.8	0.3	0.1
Mexico	451.8(f)	298.3(f)	57.7	37.3	298.0	202.0	72.1	46.6
Nepal	0.5	0.5	0.4	0.4	(e)	(e)	*	0.1
Netherlands	817.8	1,031.0	696.6	859.8	71.8	74.1	7.9	9.9
New Zealand	121.2	176.8	86.5	107.6	15.6	45.1	14.5	21.8
Nigeria	38.9	42.3	18.6	20.9	4.5	4.4	8.6	10.1
Norway	240.5	376.3	227.1	364.1	(e)	(e)	(e)	(e)
Pakistan	13.5	16.9	3.0	4.8	6.0	7.0	1.7	1.8
Philippines	59.0	81.4	26.2	34.5	16.5	22.4	14.6	16.5
Puerto Rico	96.3(d)(f)	130.6(d)(f)	35.9	38.9	42.7	62.7	17.7	29.0
Singapore	50.3	53.7	40.0	40.0	6.4	9.6	0.8	1.4
South Africa	274.6	307.1	204.1	233.6	(e)	6.9	41.6	42.0
South Korea	175.3	189.0	77.9	76.3	54.7	75.0	36.1	32.1
Spain	521.0	551.3	275.6	283.5	137.4	157.5	45.3	53.4
Sri Lanka	4.2	5.1(f)	3.1	3.9	(e)	(e)	0.6	0.9
Surinam	1.5(f)	1.9(f)	0.6	0.7	0.3	0.4	0.6	0.8
Sweden	392.4	532.8	365.7	494.6	(e)	(e)	(e)	(e)
Switzerland	523.2	550.4	455.7	468.9	41.2	49.0	(e)	(e)
Syria	10.0	17.3	4.0	6.0	3.5	6.0	0.2	0.4
Taiwan	94.9	118.4	35.1	45.4	42.0	52.4	8.8	10.3
Thailand	79.9	99.2(g)	14.7	25.5(g)	40.4	42.0(g)	9.2	12.5(g)
Trinidad & Tobago	10.9	12.7	4.0	4.6	4.1	5.0	2.4	2.6
Turkey	209.0	107.0	77.0	41.0	92.0	36.0	16.0	5.0
United Kingdom	2,051.3	2,568.9	1,379.4	1,709.6	544.3	702.2	37.2	45.9
United States	22,254.0(d)	25,269.0(d)	12,820.0	14,605.0	6,721.0	7,612.0	2,330.0	2,634.0
Venezuela	240.1	280.2	93.1	108.7	79.6	92.7	41.7	48.8
West Germany	2,482.4	3,148.9	1,930.2	2,485.1	335.0	386.7	80.4	109.0

*Less than $0.05 million.

(a) Reported advertising expenditures in print, "outdoor and transportation," cinema, radio and television, where these media are available for advertising.
(b) Television not available for advertising in Belgium. Expenditure for Tele-Luxembourg.
(c) Radio not available for advertising in Belgium. Expenditure for Radio-Luxembourg.
(d) Expenditure for cinema not reported.
(e) Medium not available for advertising.
(f) Expenditure for "outdoor and transportation" not reported.
(g) 1978 data.

'Cosmo' sets 'Living' debut

NEW YORK—The premiere issue of *Cosmopolitan Living*, a 204-page spring/summer edition that sells for $1.95 on newsstands, has made its debut.

Publisher Louis E. Porterfield noted that the Hearst Special Publication magazine, geared to help 7,720,000 *Cosmopolitan* readers "with specific areas" of their lives, represents "one of the most successful advertising launches in magazine history." The issue carries approximately 115 ad pages, including an eight-page Maybelline makeup guide. Mr. Porterfield said the spin-off will "fill the needs of many, many 'Cosmopolitan girls' who consider entertaining and decorating a priority in their lives." #

Rush joins Dow Jones to direct live broadcasts

Robert B. Rush, formerly vp-market development, NBC Radio Network, has joined Dow Jones & Co., New York, as director of broadcast services. Mr. Rush will direct the conversion to live broadcasts of the "*Wall Street Journal* Business Report" to 50 top radio market stations later this year.

The live newscast will originate from Dow Jones' New York studio and be transmitted via an Associated Press communications satellite to subscriber stations. The report, started in 1976 as a teleprinter service, now goes to 276 stations. Six of the 17 daily live broadcasts will carry a national commerical and leave room for local sponsors. The remaining 11 shows are intended for local sponsorship alone.

Air Time sets pageant

Air Time International has cleared seven tv stations for the broadcast of the 29th Miss World contest, to be hosted by George Burns. The stations are: WPIX-TV, New York; KHJ-TV, Los Angeles; WGN-TV, Chicago; WTAF-TV, Philadelphia; KRON-TV, San Francisco; KWGN-TV, Denver; XETV, San Diego, and KTCM-TV, Helena, Mont.

The theme of the contest is "Beauty with a Purpose." Proceeds will go to children's charities around the world.

BEST AVAILABLE COPY

Advertising pages in March consumer publications

Current and March '79 figures for U.S., Canadian and foreign publications reporting to Advertising Age

	Pages			
	Mar. 1980	Mar. 1979	Jan.-Mar. 1980	Jan.-Mar. 1979
Women's				
††§Bride's Magazine	204.1	159.7	598.9	494.2
§Cosmopolitan	203.9	202.0	513.7	458.6
Essence	72.0	70.0	190.0	172.0
§Family Circle	107.3	117.4	348.5	359.6
▲Family Health	26.5	26.5	76.0	72.7
§Good Housekeeping	159.4	150.9	431.8	407.5
Ladies' Home Journal	107.8	121.8	282.6	298.6
Lady's Circle	9.7	13.9	27.9	32.2
McCall's	120.4	111.4	272.7	293.9
○McCall's Working Mother	63.0	—	116.3	—
†Modern Bride	178.7	163.9	499.7	506.9
Ms.	46.7	39.7	128.5	106.7
○New Woman	35.0	45.0	62.8	78.2
§Parents Magazine	58.6	49.6	168.7	145.1
Playgirl	36.7	38.7	145.2	108.5
Redbook	114.1	140.2	318.1	343.4
Self	48.0	34.3	128.5	103.3
Seventeen	96.9	112.6	262.3	266.8
Soap Opera Digest	6.0	5.5	40.8	21.0
*Talk	17.0	11.3	51.1	45.4
Teen Magazine	41.9	45.2	109.0	110.7
§True Story	56.8	63.1	154.5	153.8
§Woman's Day	119.8	119.3	329.7	320.1
The Workbasket	28.1	27.0	99.1	83.4
Working Woman	52.2	30.9	110.8	74.6
Total Group	2,010.6	1,899.9	5,467.2	5,057.2
General				
▲A.D. Publications	15.1	11.3	37.8	37.2
After Dark	27.0	29.1	93.0	90.0
Air Progress	22.7	23.6	66.9	64.2
American Forests	16.4	18.9	47.3	49.8
§American Legion	27.7	30.3	92.5	98.1
○Americana	28.9	38.1	55.1	71.4
Apartment Life	32.9	57.0	123.6	150.5
§▲Architectural Digest	152.6	130.5	267.4	225.8
§The Atlantic	34.3	32.5	78.5	76.2
○Audubon Magazine	35.5	34.4	64.9	69.2
Blueboy	29.8	26.3	85.7	74.9
§Bon Appetit	76.6	59.2	185.3	142.2
Book Digest	22.4	25.0	91.1	137.8
Christian Herald	36.8	47.8	117.0	133.8
Christian Life	29.8	37.4	81.5	89.8
*Christianity Today	60.8	67.4	192.7	184.1
Complete Men's Group	26.0	24.0	74.3	73.0
Country Journal	48.8	46.0	144.9	137.6
Creative Computing	87.1	60.0	241.5	152.4
▲Cuisine Magazine	49.0	29.1	87.5	64.6
Ebony	88.7	88.5	241.1	240.8
Elks Magazine	25.4	26.4	77.9	86.5
§Esquire	47.2	30.0	107.3	74.5
50 Plus	37.0	25.2	97.2	69.9
Flying	56.0	58.7	161.1	140.2
§Gentlemen's Quarterly	122.7	94.9	211.9	169.1
Golf Digest	63.9	74.5	214.3	227.1
§Golf Magazine	143.8	76.4	299.8	245.4
Gourmet	67.3	58.3	161.1	139.9
§Harper's Magazine	36.6	46.7	86.4	103.3
○Hi-Fi/Stereo Buyer's Guide	18.8	26.2	45.2	48.7
*High Fidelity	59.2	73.3	177.4	204.4
Income Opportunities	47.7	46.1	141.7	142.4
Kiwanis Magazine	14.3	14.0	45.3	44.5
Let's Live	99.3	84.3	295.0	265.9
Life	65.8	58.0	163.5	131.8
Lion Magazine	5.0	16.0	15.0	58.2
Modern Photography	125.0	117.8	247.6	236.6
§Money	74.4	78.2	200.9	180.9
Moneysworth	15.4	20.7	62.4	70.8
Moody Monthly	59.2	69.5	156.7	180.0
○Moose Magazine	31.0	31.0	62.0	62.0
○Mother Earth News	63.2	42.2	121.0	87.2
○Museum	24.6	—	24.6	—
National Geographic	25.9	34.4	88.2	87.3
National Jewish Monthly	35.1	32.1	85.9	81.1
National Lampoon	—	—	75.7	67.8
▲Natural History	38.4	40.8	123.9	135.9
Omni	53.8	27.3	140.8	73.7
§Oui Magazine	25.0	16.1	65.0	45.4
§Penthouse Magazine	69.3	65.5	200.8	186.5
Petersen's Photographic	37.1	56.3	121.6	156.5
Playbill	42.7	43.5	127.7	130.7
§Playboy	100.9	87.7	300.0	302.5
Popular Photography	144.6	152.3	413.9	464.3
Prevention	97.3	109.7	257.1	333.5
Prime Time	17.3	—	51.7	—
Psychology Today	51.7	56.3	151.2	142.9
▲Quest '80	—	—	74.0	45.3
§Reader's Digest	105.9	100.2	262.4	298.6
Rotarian	14.2	15.3	99.3	65.7
††Saturday Evening Post	38.9	39.8	100.4	94.2
Scientific American	97.9	72.6	253.2	191.7
Signature	52.4	42.3	129.7	116.0
Smithsonian	77.9	68.8	234.3	196.3
Stereo Review	74.8	70.0	226.0	223.2
Success Unlimited	18.2	37.7	72.2	112.2
Tennis Magazine	44.8	55.7	142.8	159.2
Town & Country	101.0	70.0	231.0	199.1
Travel/Holiday	54.0	55.2	146.1	139.7
Travel & Leisure	115.9	97.8	251.2	228.4
VFW Magazine	32.3	31.6	99.7	94.5
Weight Watchers	23.4	24.6	56.6	59.4
World Tennis	42.6	40.7	137.8	102.3
Writer's Digest	22.6	17.5	56.9	52.7
Yankee Magazine	88.0	97.8	278.8	303.9
Total Group	3,995.6	3,744.4	10,700.8	10,223.2
Fashion & service				
Glamour	167.8	181.5	390.2	392.3
Harper's Bazaar	109.9	76.5	206.1	172.9
Mademoiselle	136.5	148.8	287.3	295.2
††L'Officiel/USA	51.8	51.5	100.3	108.5
Vogue	245.1	191.2	517.1	455.9
Total Group	713.1	649.5	1,501.0	1,424.8
Arts & antiques				
American Artist	51.2	45.5	156.2	155.6
Antiques	153.1	143.3	457.4	394.2
Antiques World	50.5	56.0	145.0	155.7
○Art & Antiques	60.9	45.0	117.1	88.9
▲Artnews	122.0	122.0	331.0	300.8
Total Group	437.7	411.8	1,206.7	1,095.2
Home				
§Better Homes & Gardens	150.2	158.2	362.2	361.7
○Colonial Homes	66.3	40.2	114.0	72.6
▲Decorating Showcase	26.4	19.3	73.8	40.6
▲Family Handyman	60.9	55.5	188.4	174.9
Flower & Garden	31.7	34.5	100.4	104.6
The Hometown Magazines:				
Dallas-Fort Worth Home/Garden	52.7	32.2	136.0	82.0
Houston Home/Garden	97.2	103.9	285.5	297.7
Horticulture	22.7	36.7	95.7	114.1
House Beautiful	93.2	98.2	250.7	236.5
House & Garden	119.8	114.1	296.2	286.1
†Homeowners How-To	25.2	26.4	55.3	40.9
Hudson Home Magazine	56.8	63.0	135.8	137.1
Indianapolis at Home	54.7	62.6	161.5	193.1
Living:				
○Dallas	109.4	124.3	228.9	235.8
○Houston	95.2	114.5	192.7	227.5
○Denver	95.4	80.3	187.6	163.3
‡Austin	—	—	46.1	47.3
‡San Antonio	46.3	37.0	46.3	37.0
○Phoenix	—	—	42.5	24.8
○Tampa	—	—	33.8	—
▲1001 Decorating Ideas	32.6	43.7	66.8	77.5
A. ○Orange County Home/Garden	17.0	—	17.0	—
Organic Gardening	90.4	88.7	303.6	288.5
○Plants Alive	29.5	24.4	54.1	74.1
San Diego Home/Garden	53.0	—	134.8	—
Southern Living	123.8	183.6	318.7	396.5
§Sunset Magazine	133.7	137.6	324.0	366.7
▲Texas Homes	67.0	57.9	255.0	203.9
○Workbench	63.9	65.2	130.7	127.6
Total Group	1,815.0	1,800.0	4,638.1	4,432.4
In-flight				
#Aboard Group	—	—	384.0	348.0
Air California	59.3	54.0	163.0	168.4
Aloft/National Airlines	57.5	—	166.0	57.3
American Way	80.4	73.0	188.1	152.5
Braniff's Flying Colors	36.0	34.0	105.0	84.0
Clipper	35.8	34.3	106.8	93.1
Delta Sky	44.7	60.0	130.7	141.0
East/West Network:				
○Air New England Flying Your Way	—	—	34.2	—
Eastern Review	82.6	98.5	231.9	255.0
Hughes Airwest Sundancer	80.3	87.3	226.3	240.3
Continental Extra	68.2	74.0	196.9	194.3
Ozark Flightime	72.6	73.1	177.6	179.0
PSA Magazine	125.5	127.4	316.0	328.0
Texas International/The Texas Flyer	60.3	59.0	177.9	150.2
United Mainliner	110.3	115.5	277.4	269.6
○Pace	24.3	24.7	43.5	41.9
Scene	28.8	—	77.2	—
Southwest Airlines	57.2	49.8	176.2	137.2
○Spirit of Aloha	27.0	16.1	54.5	32.2
USAir	33.2	—	92.4	—
Webb Publications:				
○Frontier Magazine	44.5	53.0	77.5	79.0
Passages	35.1	49.4	77.8	84.1
TWA Ambassador	55.9	65.6	141.0	133.4
Total Group	1,219.5	1,148.7	3,621.9	3,168.5
Metropolitan				
○Aloha	22.0	5.0	39.5	13.0
Atlanta	96.4	74.0	220.0	194.7
Baltimore	83.0	74.2	217.4	222.2
Bay Life	57.0	—	171.0	—
○Bay Views	26.2	31.8	99.7	102.3
Birmingham	27.6	27.3	67.8	86.0
Boston	119.6	92.3	285.2	247.4
Broward Life	45.0	55.8	141.3	156.1
Brown's Guide to Georgia	48.6	—	92.4	—
Central Florida Scene	21.3	—	39.8	32.0
○Charlotte	44.7	41.6	44.7	40.6
Chicago	143.3	132.1	370.5	405.5
▲Chicago's North Shore	46.0	42.5	99.1	76.1
Cincinnati	61.3	45.3	189.3	144.8
Cleveland	112.6	83.7	212.4	211.5
Columbus Monthly	79.0	86.4	215.8	212.8
Commonwealth	12.0	14.0	45.0	45.0
Connecticut	50.3	61.6	193.8	219.6
D/Magazine, Dallas/-Fort Worth	85.6	99.5	260.4	267.0
Delaware Today	39.5	33.2	107.9	88.6
Denver Monthly	22.3	25.8	71.5	64.5
Monthly Detroit	38.8	42.9	109.4	96.0
Exclusively Yours Wisconsin	56.2	61.3	178.3	196.1
Gold Coast of Florida/-Indian River Life	136.3	126.0	404.3	368.8
Grand Rapids	29.9	25.5	89.1	60.4
Honolulu	75.7	71.3	203.5	196.7
Houston City	28.7	35.5	100.1	87.0
Indianapolis	26.0	26.0	114.3	83.8
Kansas City	28.5	27.6	84.4	81.6
Lansing	42.2	31.0	89.6	62.0
Los Angeles	182.0	191.0	516.8	537.5
Madison	30.5	18.6	70.5	37.6
Mesa	43.2	32.4	227.2	176.4
Miami	58.6	51.3	158.1	146.0
Mpls./St. Paul	75.6	45.1	198.4	117.0
Monterey Life	35.6	—	120.2	—
Nashville!	69.0	69.0	157.9	183.0
New Jersey Monthly	62.3	53.8	199.4	168.2
New Mexico	24.1	16.5	56.8	44.1
New Orleans	45.0	49.3	136.6	144.4
Ohio	20.2	39.5	79.5	123.4
Omaha	24.7	20.8	75.7	57.0
Oregon	19.5	17.8	52.7	65.1
Palm Beach Life	80.7	54.2	224.2	172.4
Palm Springs Life	152.2	135.0	494.5	434.0
Philadelphia	137.8	141.5	347.9	378.4
Phoenix	103.0	83.4	331.8	270.8
Pittsburgh	41.5	49.1	124.4	141.5
Pittsburgher	35.7	21.4	116.9	79.8
○Roanoker	45.3	49.0	86.8	97.0
SA, The Magazine of San Antonio	37.7	25.0	119.2	64.2
Sacramento	21.5	41.5	59.6	109.6
St. Louis	78.5	92.0	231.5	267.0
San Diego	132.0	140.8	401.4	418.1
San Francisco	42.5	56.0	148.8	142.7
San Francisco Focus	32.5	24.3	81.9	66.9
††Sarasota Town & Country	80.0	78.0	256.0	201.8
▼Shenandoah Valley	37.0	—	75.0	—
Spokane	28.0	29.2	91.6	99.4
Texas Monthly	113.0	91.3	274.6	257.4
○Triad	—	—	17.0	28.0
Tucson	36.0	44.0	112.0	150.0
Twin Cities	26.5	15.3	69.6	41.9
Washington Dossier	45.0	46.0	125.0	125.0
The Washingtonian	118.0	123.0	313.0	339.0
Westchester	40.9	37.5	125.7	116.0
Westchester Illustrated	48.4	31.4	129.1	99.0
Wichitan	51.5	51.8	125.7	142.9
Total Group	3,981.1	3,539.0	11,091.5	10,104.6
Movie-romance-radio-tv				
○Complete Women's Group	—	—	23.0	26.0
Ideal Women's Group:				
Daytime Stars	29.9	29.6	59.1	58.2
Intimate Story	32.0	30.1	64.8	66.6
Movie Life	—	29.6	29.2	58.5
○Movie Stars	—	—	28.6	28.6
Personal Romances	32.0	30.1	64.5	66.4
TV Star Parade	—	29.6	29.2	58.2
KMR Women's Group:				
Real Romances	17.8	15.7	28.0	40.9
Real Story	17.8	15.7	28.0	40.9
○Teen Bag	9.5	11.1	19.5	29.9
Macfadden's Women's Group:				
Modern Romances	29.4	41.1	90.8	104.4
Photoplay	31.4	44.2	67.1	89.6
Secrets	29.4	41.1	90.8	103.5
True Confessions	30.1	42.9	92.1	103.3
True Experience	29.4	41.1	90.8	103.4
True Love	29.4	41.1	90.8	103.4
True Romance	29.4	41.1	90.8	103.4
Sterling Women's Group:				
Daytime TV	32.8	33.5	92.4	95.0
Modern Love	—	33.5	31.6	92.1
Modern Screen	32.8	33.5	95.9	94.5
○Movie Mirror	32.8	33.5	63.6	63.5
Photo Screen	—	—	32.3	31.0
Real Confessions	32.8	33.5	93.4	92.1
TV Movie Screen	32.8	33.5	63.6	64.5
TV Picture Life	—	—	32.3	31.0
Total Group	511.5	685.1	1,532.2	1,788.9
Youth				
Boys' Life	24.0	24.4	65.5	61.0
Campus Life	59.0	53.4	123.3	114.7
††Scholastic Magazines	31.0	38.0	98.6	111.8
Total Group	114.0	115.8	287.4	287.5
Mechanics & science				
○Elementary Electronics	24.1	35.4	48.5	70.2
§Mechanix Illustrated	91.6	106.7	248.3	282.6
Popular Electronics	61.2	51.0	188.3	167.0
Popular Mechanics	127.3	131.2	328.1	345.7
§Popular Science	94.6	111.1	262.0	282.1
Total Group	398.8	435.4	1,075.2	1,147.6
Boating & yachting				
Boating	125.7	127.0	378.6	395.8
Chesapeake Bay	29.1	26.8	96.1	86.8
Cruising World	123.3	102.0	339.7	292.0
Motorboat	57.3	83.5	171.5	252.8
Motor Boating & Sailing	124.1	133.4	439.9	452.9
§Sail	145.0	166.7	432.3	447.2
§Sea	120.4	96.9	335.0	304.0
Trailer Boats	32.6	26.3	89.0	82.1
Yachting	171.3	198.4	550.8	640.6
Total Group	928.8	961.0	2,832.9	2,954.2

§Sectional linage included but prorated to circulation of regional editions. *Sectional linage included but NOT prorated to circulation of regional editions. †Published 6 times a year. ○Published every other month. ▲Published 10 times a year. ††Published 9 times a year. ‡Published 3 times a year. #Published quarterly. ☆Published twice a month. ‡‡Published 7 times a year. ◇Published 11 times a year. ▼Published 8 times a year. **Published weekly. ▶Published every two weeks. A. Began publishing Nov. '79. B. Preprinted inserts included.

(Continued on Page 70)

Retailers expanding their private label programs

(Continued from Page 3)

To promote the Red River name, Neiman's sponsors Saturday chili cookouts at shopping malls and has gone so far as to buy a Longhorn prize steer whose name was, coincidentally, Red River. He, too, tours the malls.

The retailer also puts its regular Neiman-Marcus brand on items as stores have traditionally done. For instance, the store last fall conducted a promotion for hand-knitted sweaters, many of which carried the Neiman-Marcus label and most of which were imports. Additionally, some European resources, as well as domestic knitter Joan Vass, were represented.

These types of programs, identified exclusively with Neiman's, Mr. Miller believes, will become even more important as the store continues to expand nationwide at the projected rate of two new units a year between now and 1983. They also will improve its profit margins.

Mr. Miller continued, "We'll soon be opening in White Plains, N.Y. Every label there is already sold in Westchester County so we have to give customers a good reason to come into our stores." The new store will replace CHH's Bergdorf Goodman unit, which failed to draw shoppers.

▪ That can best be done by merchandising the N-M image, though not to the exclusion of all other labels. "Bill Blass, Galanos and others are still important to us. Top flight designers will always be important to us," he asserted.

Retail profit margins, like others in these inflationary times, are getting narrower and narrower, Mr. Miller finds. He blames much of this on the fact that certain specialty stores will cut prices on designer names to attract customers, thereby forcing department stores to do the same or fail to make sales.

At the same time, he said, retailers have given over much of the control of their stores in the last 10 years to the manufacturers who increasingly demand more space and other advantages. Private label goes far toward offsetting much of this.

Norman Chesler, vp-marketing, I. Magnin, San Francisco, agrees, though he observes that the trend toward private label is reminiscent of the mid-1950s when store labels were what made that store special. The Saks Fifth Avenue name was said to be better known then than any designer name.

But as variety blossomed in the 1960s, attraction to private label lessened.

▪ Mr. Chesler agrees that attraction is being rekindled partly because of the department stores' difficulty competing with discounters on designer and brand name goods.

Unlike department stores, discounters offer little service, have no fixturing and sell on a cash-and-carry basis. "Obviously, we can't sell at the same price they can but sometimes we have to," he said.

However, there are several drawbacks to private label. One, Mr. Chesler said, is that it costs more to advertise and promote than manufacturer names where there are built-in costs for catalogs and co-op ads. Also, stores will sometimes create their own monsters by advertising their brands off price to create store traffic, thus negating the price advantage of private label.

Other disadvantages are the high costs of buying trips because so much private label merchandise is imported from Europe and the Far East. On top of that, imported merchandise is paid for prior to delivery, while domestic goods usually are on the store floor and selling before the bills are paid.

But even factoring in these drawbacks, there's still a better return on investment with imports, maintains Jim MacIntosh, director, import operations, J. L. Hudson, Detroit, where 95% of all imports are for private label merchandise.

Hudson's views private label as a valuable tool for the 1980s in light of shrinking profit margins. But the retailer has yet to commit itself to a program similar to Neiman's, preferring at this time to remain in private label on an item basis, as is Magnin's. But a Hudson's exec noted the store is considering scaling up to the Neiman's approach.

At Bloomingdale's, private label is being given treatment similar to Neiman's. The Bloomies name has been showing up on all sorts of merchandise—even toilet tissue—for the last five to six years.

In effect, we have our own designer name and product I.D. allied to our store," according to Lester Gribetz, exec vp-general merchandise manager. The store's intentions are to expand this program in the 1980s.

Both Bloomingdale's and Neiman-Marcus brought out their own fragrances last fall. Bloomingdale's entry was under the Bloomies label while Neiman's was under the name Volage. Both brands will be extended this year with the Bloomies name showing up on soaps and treatments.

▪ Mr. Gribetz said other areas that his store will plumb more fully are apparel and home furnishings. For example, the store will run a China show this September. Included will be a jacquard print with the name Bloomies on pillows and scarves.

"The store's name on a product makes us an arbiter of taste on one hand but it also tells the customer we stand behind what we're selling," said Mr. Gribetz. #

Individual brand promotion the safe way to go

OAKLAND—Safeway Stores is taking another turn—this one toward an upscale image with ad focus on individual Safeway brand products—in its continuing effort to put more sparkle in the Safeway "S" logo chainwide (AA, March 17).

The first sign of the latest shift by the nation's largest supermarket chain came last spring with the introduction of a new line of premium-price Great Escapes frozen dinners in most of Safeway's regional divisions covering 29 states. Great Escapes entrees are backed by tv and radio via Safeway's corporate agency, Botsford Ketchum, named to that job as marketing consolidation began replacing regional efforts.

It now appears that "corporate agency" is taking on a new meaning at Safeway as its brand-by-brand marketing starts to build up.

Now being added to the Great Escapes drive is a campaign for Safeway pantyhose that's expected to be used in all seven Safeway divisions. Commercials from Botsford display a fashion flair seldom associated with supermarket advertising—they feature a shapely young woman who introduces herself as a fashion model. "You see, this is my living," she says with a flash of a Safeway pantyhosed leg. "With these legs and Safeway pantyhose, it's not a bad living at all."

▪ Safeway spokeswoman Felicia Del Campo said the chain is still officially leaving decisions on use of the commercials up to division heads, but indicated that it's expected that all of the divisions will be using the Botsford spots.

More of the same is planned for individual Safeway products. "We'll continue to highlight single Safeway products with high quality advertising," Ms. Del Campo said. Exactly what products will get the treatment next was not divulged.

It's not just a fashion image that Safeway is aiming for with this nontraditional brand-by-brand approach instead of the "greater savings" market basket advertising used by most supermarkets when they take to the airwaves. The chain also has backed its PDO (Photos Developed Overnight) service with commercials via Ralph Kent Cooke Advertising, Los Angeles, in western divisions. And the introduction of the Safeway Scotch Buy line of discount items was introduced with a chainwide campaign from Cooke.

▪ Sources in the supermarket business familiar with Safeway's tactics say that the main benefit of the more standardized approach—as seen chainwide in use of the "Everything you want in a store and a little bit more" slogan (which, like the new Safeway "S" logo, is required for all divisions)—is that the nation's mobile population is made to think of Safeway as a kind of "home" supermarket wherever they are.

Safeway has had some trouble with division marketing people over use of the chainwide ad approach, however, and regional division executives occasionally veto ads. Local execs in Southern California decided against using Botsford's Great Escapes commercials, which reportedly were viewed as "having very good production quality" but not enough direct "punch," according to one regional source.

But Safeway regional execs contacted said they expect the new pantyhose commercial will be used enthusiastically by the regions. #

AAF to give awards for public service ads

WASHINGTON—The American Advertising Federation plans a national awards competition for public service advertising.

AAF Good Sam awards, for Good Samaritan, are to be presented to winning entries at the local, regional and national level, AAF said. The contest is to feature three general categories—fund raising, volunteer recruitment and public education and information.

To qualify, entries into the competition must have been distributed to the media between Jan. 1, 1979, and the entry deadline of next June 15.

AAF will host award ceremonies next September in Washington. First place winners will receive signed and numbered serigraphs (silk screen prints) created especially for the competition by designer and artist Vittorio Fiorucci. Merit winners will receive a certificate designed by Mr Fiorucci incorporating the serigraph design.

▪ AAF president Howard Bell said his association's intent is "to encourage more advertising and media professionals to contribute their time and skills to this advertising in the public interest.

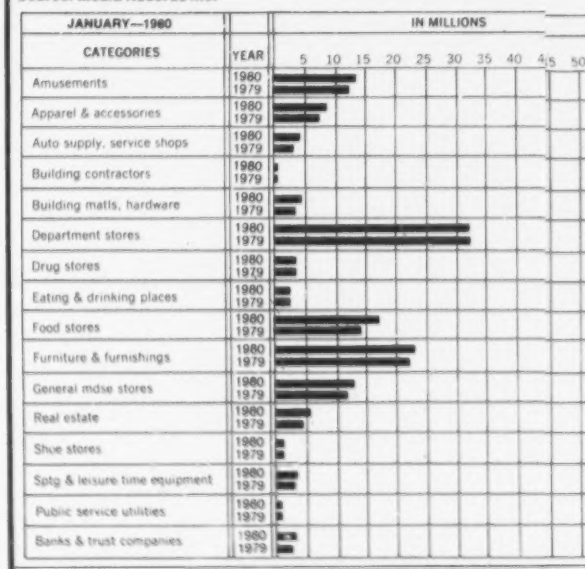
"We believe that one effective way to achieve this goal is to offer national recognition for outstanding work in the field," Mr. Bell said. "In the end, everyone benefits: The public service cause, the advertising and media professionals and the advertising industry itself." #

RIAA forms video unit

Recording Industry Assn. of America, New York, has formed an RIAA/Video division for members involved in the videocassette and videodisc fields. RIAA president Stanley Gortikov and Stephen Traiman, executive director, will hold similar posts with the new unit. The division's duties will include certifying gold and platinum videorecord awards as RIAA does with audio recordings. ITA Inc. earlier said it will present awards to vcrs and discs selling $1,000,000 at retail (AA, March 3).

FLASH REPORT: Newspaper advertising investment for January

Source: Media Records Inc.



JANUARY—1980 CATEGORIES	YEAR	DOLLARS 1979	DOLLARS 1978	CHANGE ACTUAL $ G OR L	CHANGE % G OR L
Amusements	1980	$ 13,591,377	$ 12,461,219	+ 1,130,158	+ 9.1
	1979				
Apparel & accessories	1980	8,525,085	7,971,902	+ 553,183	+ 6.9
	1979				
Auto supply, service shops	1980	3,948,021	3,757,492	+ 190,529	+ 5.1
	1979				
Building contractors	1980	761,840	727,921	+ 33,919	+ 4.7
	1979				
Building matls, hardware	1980	4,193,335	3,489,063	+ 704,272	+ 20.2
	1979				
Department stores	1980	31,391,253	31,650,812	- 259,559	- 0.8
	1979				
Drug stores	1980	3,786,765	3,624,521	+ 162,244	+ 4.5
	1979				
Eating & drinking places	1980	2,381,266	2,083,008	+ 298,258	+ 14.3
	1979				
Food stores	1980	16,691,070	14,524,673	+ 2,166,397	+ 14.9
	1979				
Furniture & furnishings	1980	23,569,440	21,576,727	+ 1,992,713	+ 9.2
	1979				
General mdse stores	1980	13,447,188	12,176,892	+ 1,270,296	+ 10.4
	1979				
Real estate	1980	5,599,605	4,841,746	+ 757,859	+ 15.7
	1979				
Shoe stores	1980	1,020,933	1,008,448	+ 12,485	+ 1.2
	1979				
Sptg & leisure time equipment	1980	2,689,469	2,018,189	+ 671,280	+ 33.3
	1979				
Public service utilities	1980	857,530	616,003	+ 241,527	+ 39.2
	1979				
Banks & trust companies	1980	3,409,899	2,552,454	+ 857,445	+ 33.6
	1979				

This Flash Report of newspaper advertiser investment, compiled for Advertising Age by Media Records, is derived from tabulations that cover 35 dailies and 25 Sunday editions in 15 cities—Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington. The report indicates marketplace strengths and weaknesses.

Jan. newspaper spending rises 14%

NEW YORK—Advertising expenditures in daily newspapers went up 14% in January to $1.1 billion compared with the same month a year ago, according to the Newspaper Advertising Bureau.

For the month, national advertising gained 13.8% to $361,000,000, and retail gained 13% to $548,000,000. The bureau's figures are based on estimates of newspaper advertising spending from measurements by Media Records in its index cities, plus other data.

According to the January Flash Report prepared for ADVERTISING AGE by Media Records, public service utilities showed a hefty 39.2% increase in dollar spending during January, 1980, compared with January, 1979. Not far behind were banks and trust companies with 33.6% and sporting and leisure time equipment with 33.3% gains for the same period.

▪ Of the 16 categories monitored for AA by Media Records, only one, department stores, was down for January ad volume in the 15 cities whose newspapers are measured (see chart). The category dropped 0.8%.

Despite its percentage loss, department stores continued as newspapers' leading dollar category. It was followed in the top five dollar rankings by furniture and furnishings, food stores, amusements and general merchandise stores.

Percentage gains of 15 or better also were registered by building materials and hardware (20.2%) and real estate (15.7%). #